

## The Interest and Action of Young Agricultural Entrepreneur on Agribusiness in Cianjur Regency, West Java

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### Abstract

*Slow succession of the agricultural actors should be solved immediately. The research objective was to analyze descriptively the interest and action of young agricultural entrepreneur (agripreneur) on agribusiness and some factors influencing the interest and action of young agripreneur on agribusiness. The research was conducted in Cianjur Regency of West Java in March 2017 until October 2017. The population in the research was young agripreneurs as the agricultural actors. The sample consisted of 83 persons who were chosen by using multi stage random sampling. The variable of the research consisted of age, formal education level, educational background, non-formal education level, farming experience, farming motivation, community support, level of facility and infrastructure availability, financial institution support, extension agency support, source of information support, extension activity, entrepreneurial capacity, interest and action of the young agripreneur. The data were analyzed by using descriptive statistics and multiple regression analysis. The result showed that the average of interest and action of young agripreneurs on agribusiness was categorized into high position. The interest of young agripreneur was influenced by non-formal education level, motivation, community support, source of information support, and entrepreneurial capacity. The action of young agripreneur was influenced by non-formal education, motivation, community support, source of information support, entrepreneurial capacity, and the interests of young agripreneurs on agribusiness field.*

**Keywords:** farmer succession, interest, action, young agricultural entrepreneur (agripreneur), agribusiness

### Introduction

The portion of entrepreneurship in Indonesia is relatively low. On March 13, 2017, *Kompas* cited the statement of the Minister of Cooperatives and Small and Medium Enterprises who informed that initially, out of 225 million of Indonesian population, the ratio of entrepreneurship was only 1.67%. However, until the end of December 2016, the portion of entrepreneurship in Indonesia increased by 4%. This increase was supported by the government's effort to encourage Indonesian people to perform entrepreneurship. On the other hand, the interest of young generation towards agricultural field was relatively low. Farmer's households decreased from 55.73% (BPS, 2003) to 40.81% (BPS, 2013). Based on those two comparisons, it is proven that in the last ten years, there has been a huge decrease in the farmer's households. This condition becomes more apprehensive after KRKP (2015) reports that young generation today is less interested in agricultural field. The research reports that there are only 54% of young generation interested in crops and 36.7% of young generation interested in horticulture. Moreover, it is also reported that although

young generation puts interest on being farmers, it does not guarantee that they will become farmers.

Actually, Indonesia is one of the countries in Asia that is potential to increase the portion of entrepreneurship related to agribusiness that is often referred to as agripreneurship. This is because one of agribusiness sectors, which is agriculture, gives contribution towards national gross domestic product at current price that ranks in the third highest position from 2005 to 2007 and increase in the position of the second highest from 2008 to 2012.

A small number of young generations has realized and followed up the potential mentioned above. The preliminary survey in Cianjur Regency of West Java found a group of young generation who had performed business related to agribusiness. They are organized in *Komunitas Petani Muda Indonesia/KPMI* (Indonesian Young Farmers' Community) and *Ikatan Alumni Magang Jepang/IKAMAJA* (Association of Japanese Apprenticeships Alumni). They have become the young agripreneurs (agricultural entrepreneurs) based on the entrepreneurial interest. The phenomenon of

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KPMI that consists of young agripreneurs and focuses on the agribusiness activities can be an alternative solution for young generation who has bad perception towards agriculture.

The research on the interest of young agripreneur on agribusiness has been done by KRKP (2015) that indicates the need for further research on the determinants of interest of the young agripreneurs. Some previous researches show that there are some determinants for the farmer to perform agribusiness, such as personal characteristics (Setiawan et al., 2015a; Setiawan et al., 2015b; St-Jean and Audet, 2015; Prawiranegara et al., 2015; KRKP, 2015; Secundo et al., 2017). The next factors that determine the farmer to perform agribusiness are motivation (Ningsih and Sjaf, 2015), role of the extension worker (Sumardjo and Firmansyah, 2015), community support (Secundo et al., 2017, Sankaran and Demangeot, 2017), level of facility and infrastructure availability (Hamilton et al., 2015; Zagata and Sutherland, 2015), financial institution support (Leonard, 2017), and source of information support (Ningsih and Sjaf, 2015).

This research was conducted in Cianjur, West Java. The research objective is to analyze descriptively the interest and action of young agripreneur on agribusiness system and some factors influencing the interest and action of young agripreneurs on business system in Cianjur Regency of West Java.

### Research Methodology

The research on the interest and action of young agripreneurs on the agribusiness system was conducted in Cianjur Regency, West Java. The research started from March 2017 and ended in October 2017. It was categorized as quantitative research with survey approach. Based on the objective, this research was an explanatory research to answer whether a variable was related to the other variables or not.

The population in the research was the young agripreneurs in Cianjur Regency. The sample of the research comprised of 83 persons. The number of sample considered the diversity of individuals within the population. The sample was chosen by using multi stage random sampling.

The variable of the research consisted of internal factors of the young agripreneurs, including age, formal education level, educational background, non-formal education, farming experience, and farming experience. Moreover, external factors of the young agripreneurs as the external components of young agripreneur individuals were community support, availability of facility and infrastructure, financial institution support, extension agency support, source of information support, and extension activity. The next variable was entrepreneurial capacity. The dependent variable in the research was the interest and action of young agripreneurs.

The research consisted of primary and secondary data. Primary data were data obtained by the researcher through data collection by using questionnaire. Meanwhile, secondary data were data related to village monograph, document and condition of the village as well as combination of farmer group or prevailing farmer group that supported the research activity.

Data processing techniques applied in this research were descriptive statistics and multiple regression analysis. For the purpose of data analysis, primary data that were ordinal data were transformed into interval data through MSI method (Method of Successive Intervals).

## Results and Discussion

### The Interest and Action of Young Agripreneurs

Nowadays, young agripreneurs have undergone a transformation of behavioral change from young generation into young agripreneurs marked by the rise of interest to the real action in agribusiness. To find out the extent of the interest and action of young agripreneurs, the data were collected and analyzed descriptively as shown in the Table 1.

Table 1 shows that the average of the interest of young agripreneurs is very high. There are several young agripreneurs whose interests are low. However, the majority of young agripreneurs put high interest in agribusiness. The same result can be seen in the action of young agripreneurs, which is very high. This condition can be understood because the majority of young agripreneurs are in very high category.

Table 1. The Percentage of Interest and Action of Young Agripreneurs in the Agribusiness System

Variable	Category	Value Interval	Number of Respondents	Percentage (%)
Interest	Very low	4 – < 8,75	0	–
	Low	8,75 – < 12,5	5	6,02
	High	12,5 – < 16,25	47	56,63
	Very high	16,25 – 20	31	37,35
Total			83	100,00
Average : 16.40 (Very High)				
Action	Very low	4 – < 8,75	0	–
	Low	8,75 – < 12,5	6	7,23
	High	12,5 – < 16,25	33	39,76
	Very high	16,25 – 20	44	53,01
Total			83	100,00
Average : 16.73 (Very High)				

This result is different from the report of KRKP (2015) stating that farmers are less interested in agribusiness. The farmers mentioned by KRKP (2015) are young farmers and their parents. The report states that young farmers are less interested in continuing farming business of their parents. Similarly, the parents whose jobs are farmers do not want their children to be farmers. The different results between two researches are supposed to be caused by the population. The research done by KRKP is aimed at young generation in general while this research is specifically aimed at young agripreneurs. There is a difference between young generation and young agripreneur. Young agripreneur refers to young generation who performs agribusiness. Young agripreneur is the young generation who has entrepreneurial spirit and dares to struggle in agricultural field. Entrepreneur itself is a term often used to refer to a person who is clever or talented in recognizing new product, organizing new ways in production and operations for new product procurement, managing the capital, and marketing the product (Machfoedz, 2015; Suryana, 2016; Anwarudin, 2017a). Therefore, a young agripreneur referred in this research is the young farmer who has performed agribusiness and organized in the community. A young agripreneur who becomes the population in this research is a young farmer who joined as the member of *Komunitas Petani Muda Indonesia/ KPMI* (Indonesian Young Farmers' Community) and *Ikatan Alumni Magang Jepang/ IKAMAJA* (Association of Japanese Apprenticeships Alumni) as well as *Gerakan Pemuda Tani/ Gempita* (Young Farmers' Movement).

The results of this research match with the report of

Anwarudin and Haryanto (2018) who conducted a research in Bogor. It is found out that the interest of young farmers is high. The reason delivered by young farmers towards high interest in Bogor Regency is caused by good market support. Farmers can get access to information related to price and market. The location of Bogor that is near the capital city contributes to the high number of consumers. It is supposed to be the reason of the smooth sales of agricultural products and the increase of motivation towards farming. The same results between the two researches are caused by the same reason. Bogor and Cianjur have similarities in market and consumer supports.

Furthermore, the real action of a young agripreneur in agricultural field and the action that is categorized high need to be appreciated. This situation reflects the rise of a young generation who starts to put an effort on agricultural field. This condition is also supposed to be caused by improved perception of young generation in agribusiness, as reported by Dayat (2017a, 2017b) that farmers begin to have good perception. The research states that farmers have good perception on all agribusiness subsystem, including upstream, farming, downstream, and supporting.

The rise of young generation on performing agribusiness is a good starting point for the sustainability of agricultural actors. This is due to some facts indicating that succession of agricultural actors in Indonesia is hampered. BPS (2013) shows that the portion of young farmers is much lower than that of old farmers. The portion of agricultural actors based on the age group consisting of ages above 54, 35-54, and below 35 years

old are 32.76%, 54.37%, and 12.87%, respectively. Those data inform that most of the agricultural actors in Indonesia consist of old farmers. The agricultural actors categorized in the age group above 54 years old and those categorized in the age group below 35 years old cannot be compared (32.76% versus 12.87%). The next is comparing the data from BPS between 2003 and 2013 on the households of agricultural actors. BPS in 2003 shows 31,232,184 of households of agricultural actors from the total of 56,041,000 or 55.73%. Moreover, data from BPS in 2013 records 26,135,469 of households of agricultural actors from the total of 64,041,200 or 40.81%. Based on the comparison between statistical data of 2003 (BPS, 2003) and 2013 (BPS, 2013), it is proven that in the last ten years, there has been a huge decrease in the number of agricultural actors about 15%. For this condition, analysis towards data from BPS that has been explained above should be taken seriously in order to prevent continuous decrease in the portion of agricultural action in Indonesia.

Furthermore, Table 2 shows agribusiness subsystems performed by young agripreneurs in Cianjur Regency. Agribusiness subsystems performed mostly are cultivation/ on farm (95,18%), downstream subsystem (45,78%), supporting subsystem (21,69%), and upstream subsystem (3,61%).

Table 2. The Percentage of Agribusiness Subsystems Performed by Young Agripreneur

No.	Subsystem	Total	Percentage (%)
1.	Upstream	3	3,61
2.	On farm	79	95,18
3.	Downstream	38	45,78
4.	Supporting	18	21,69

It is often found in the field that young agripreneur does not only perform one subsystem of agribusiness. Some agripreneurs put efforts on the on farm and downstream subsystems, the on farm and supporting subsystems, and even upstream subsystem. Horticultural plants, such as Japanese vegetable, chili, spring onion, celery, and organic vegetables, are categorized as the commodity cultivated in the on farm subsystem. The activity in the downstream subsystem is the marketing of the agricultural products to supermarket, Japanese restaurant, organic food stores, and traditional market.

Meanwhile, supporting subsystem undertaken by some of young agripreneurs is managing *P4S* (*Pusat Pelatihan Pertanian dan Pedesaan Swadaya*/ Self-help Farmers Training Center), becoming trainer/ consultant and assessor in several activities of competency tests.

### The Determinants of the Interest and Action of Young Agripreneurs in Agribusiness

To find out the factors influencing the interest and action of young agripreneurs, multiple regression statistics analysis was done. The factors include age, level of education, educational background, non-formal education, the length of farming, and motivation were categorized as internal factor. Furthermore, internal factors consisted of community support, facility and infrastructure, financial institution support, extension agency support, source of information support, and extension activity. Another variable whose influence was examined towards the interest of young agripreneur was entrepreneurial capacity. For the determinants of the action, the interest of young agripreneur was also examined as a dependent variable. The analysis results are presented in Table 3 and 4.

Based on Table 3, it is found out that the factors influencing the interest of young agripreneurs are non-formal education, motivation, community support, information support, and entrepreneurial capacity. Therefore, the equation can be put forward as follows:

$$Y_1 = 6,585 + 0,289 X_{14} + 0,304 X_{16} + 0,276 X_{21} + 0,284X_{25} + 0,592X_3$$

Based on the analysis results on the research data through the technique of multiple regression analysis as presented in Table 3, it is known that there are some influential factors towards the interest of young agripreneurs. These influences are also proven by the value of coefficient of determination ( $R^2$ ), which is 0.563. The value means that the equation composing of non-formal education, motivation, community support, information support, and entrepreneurial capacity gives influence towards the interest of young agripreneurs on performing agribusiness in the percentage of 56.3% while the rest of 43.7% are explained by other factors beyond this research.

Based on Table 4, it is found out that the factors



Table 3. Value of Regression Coefficient on Determinants of Young Agripreneurs' Interest

Description	Value	.α	Information
R square	0,563		
Constant	6,585	0,051	Meaningful
Age	0,010	0,929	Not influential
Formal education	0,080	0,553	Not influential
Educational background	0,069	0,221	Not influential
Non-formal education	0,289	0,087	Influential
The length of farming	-0,056	0,711	Not influential
Motivation	0,304	0,091	Influential
Community support	0,276	0,096	Influential
Facility and infrastructure	0,095	0,731	Not influential
Financial institution support	0,143	0,606	Not influential
Extension agency support	-0,449	0,174	Not influential
Information support	0,284	0,083	Influential
Extension activity	0,115	0,450	Not influential
Entrepreneurial capacity	0,592	0,081	Influential

influencing towards the real action of young agripreneur are non-formal education, motivation, community support, information support, entrepreneurial capacity, and interest of young agripreneur in agribusiness. Therefore, the equation can be put forward as follows:

$$Y_2 = 6,555 + 0,240 X_{14} + 0,311 X_{16} + 0,586 X_{21} + 0,163X_{25} + 0,501X_3 + 0,561 Y_1$$

Based on the analysis results on the research data through the technique of multiple regression analysis as presented in the Table 4, it is known that there are some influential factors towards the action of young agripreneur. The influences are also proven by the value of coefficient of determination ( $R^2$ ), which is

0.648. The value means that the equation composed of non-formal education, motivation, community support, information support, entrepreneurial support, and the interest gives influence towards the action of young agripreneur on performing agribusiness in the percentage of 64.8% while the rest of 35.2% are explained by other factors beyond this research.

Table 4. Value of Regression Coefficient on Determinants of Young Agripreneurs' Action

Description	Value	.α	Information
R square	0,684		
Constant	2,555	0,087	Meaningful
Age	-0,009	0,928	Not influential
Formal education	0,222	0,184	Not influential
Educational background	-0,156	0,820	Not influential
Non-formal education	0,240	0,061	Influential
The length of farming	-0,048	0,718	Not influential
Motivation	0,311	0,074	Influential
Community support	0,586	0,057	Influential
Facility and infrastructure	-0,104	0,731	Not influential
Financial institution support	-0,254	0,632	Not influential
Extension agency support	0,016	0,941	Not influential
Information support	0,163	0,052	Influential
Extension activity	0,101	0,767	Not influential
Entrepreneurial activity	0,501	0,062	Influential
Interest	0,561	0,000	Influential

Based on Table 3 and 4, it is found out that non-formal education gives positive influence towards the interest and action of young agripreneur on performing agribusiness. Non-formal education mentioned in this research is training and apprenticeship. The meaning of the result is that the more frequent young agripreneurs

join in the training or apprenticeship, the higher their interest and action on agribusiness will be. Most of the agripreneurs acting as the sample in this research have joined apprenticeship, mainly in Japan. Some of them have joined apprenticeship in P4S. Non-formal education is planned education or process that has been followed by farmers outside formal education in school (Thompson and Downing, 2017). Non-formal education, such as training and apprenticeship, is a good learning process to equip the farmers with entrepreneurial knowledge, mainly with specific skill dimensions. It can help the entrepreneurs to grow and thrive so that they can expand their knowledge (Thompson and Downing, 2007; Audet and Couteret, 2012; Setiawan et al., 2015a; Setiawan et al., 2015b; Secundo et al., 2017). Non-formal can also be an effort to increase the capacity of a young entrepreneur to be a businessman/ businesswoman in general, such as decision-making, business management, identification of new opportunity, and networking skill (St-Jean and Audet, 2012; Cassidy and McGrath, 2015).

Several rural youth empowerment programs have been implemented by the State Minister for Youth and Sports Affairs and the Ministry of Agriculture. Youth development program that now has been successful in creating reliable farmers in various regions of Indonesia is the youth apprenticeship program to Japan. Farmer Field Schools of Integrated Pest Management (FFS-IPM) and Integrated Crop Management (FFS-ICM) also give contribution in creating successful farmers and farming innovators. The independence of apprenticeship alumni to go back to their village and rationally begin their business in their hometown is the key to change their fate, self-image, and sustainability of farmers (Setiawan, 2015).

Several programs for the succession of agricultural actors, such as the Growth of Young Agricultural Entrepreneurs (PWMP), are also initiated by the Ministry of Agriculture. This program targets young generation consisting of both young farmers in rural area and students of agricultural studies. For PWMP implemented in West Java, the Ministry of Agriculture collaborates with several colleges, such as IPB (Bogor Agricultural University), UNPAD (Padjajaran University), STPPBogor (Bogor Agricultural Extension College). Some PWMP activities implemented include entrepreneurship training, technical training, capital

assistance, as well as facility and infrastructure.

The next influential factor towards the interest and action of a young agripreneur is motivation. Many of the results of research, such as KRKP (2015), mention that disinterest of young generation towards agriculture shows why the agricultural sector has no power to overcome the other sectors, mainly industrial sector. The majority of a young generation claims that they prefer to be industrial workers because of the certain income. However, for those who have performed agribusiness like young agripreneurs in Cianjur, motivation becomes their spirit to take action. The higher the motivation, the higher their interest and action is. Therefore, the optimization of the roles of all parties, including government, self-help, and non-government agricultural extension workers in an appropriate way to encourage and motivate young generation can be one of the solutions for farmer's succession so that the quantity of agricultural actors will increase.

Table 3 and 4 denote that community support gives positive influence towards the interest and action of young agripreneur on performing agribusiness. The interest and action of young agripreneur are decided by support from the community. This community can be both real community (Secundo et al., 2017) and virtual community (Sankaran and Demangeot, 2017). In real community as mentioned by Secundo et al (2017), inspiration to be agripreneur can be obtained from the entrepreneurship learning process in the community that involves entrepreneur, as well as expert and learner in learning group. Real community is the other individual who can be the face-to-face colleague, mentor, and practitioner. Meanwhile, virtual community as mentioned by Sankaran and Demangeot (2017) is the other individual connected virtually through social media. Young generation becoming the target to be a young agripreneur is Y generation born around 1981 – 1994 and Z generation born around 1995 – 2010. These generations are much interested in information technology and social media.

However, both real and virtual community have similar role of socialization and information transfer. Socialization is a learning process. Through the community, young generation can recognize agribusiness and obtain knowledge. Through real

community, they can obtain knowledge and directly involve as well as practice to get skills. The next is information transfer. Through community, agripreneur can get information, mainly about commodity and market opportunities (Secundo et al., 2017; Sankaran and Demangeot, 2017). Community that becomes the subject in this research consists of Indonesian Youth Farmer Community (KPMI), Association of Youth Farmers (HIDATA), Association of Japanese Apprenticeships Alumni (IKAMAJA), and Young Farmers' Movement (Gempita).

Furthermore, information support also gives positive influence towards the interest and action of a young agripreneur. The characteristics of young agripreneurs are their proximity to information technology and communication. The information system that becomes the medium is an application program, such as WhatsApp, Facebook, and website. The members of community create group, especially WhatsApp group as the medium for them to exchange information. The existence of information support is very beneficial. It is supported by the statement from Sumardjo and Mulyandari (2011), Becicova and Blazek (2015), Twongyirwe et al. (2017) who state that the benefit of agricultural information system is to increase opportunities for the farmers to get information related to market and agricultural technology as well as to accelerate communication process within the marketing or production process so that communication network and bargaining position of the farmers will increase. The intensity and utilization of information technology have been dominant factors influencing the farmers' accessibility. The finding related to the benefit of this information support is also in line with Prawiranegara et al. (2015) who state that the use of information technology can give rise to the interest of farmers towards agricultural contents. Contents within agricultural information system based on information technology and communication can be classified into five, which are news, agricultural information technology, market information, supporting information, and interactivity. The development of agricultural information system is designed by integrating information contents in each institution, functionally managed, and presented in comprehensive, up-to-date, and effective ways, as well as supported by the utilization strategy in two-step flow in order to support farmers' empowerment (Sumardjo and Mulyandari, 2011).

Based on the interview with the respondents, it is found out that besides online communication, young agripreneurs are also the members of farmers group. For agripreneurs as the member of farmers group, building relationship with other members and farmers group can help to solve the problem faced and enhance their economic and social roles. By establishing a better relationship within the farmers group, agripreneurs are able to decide their own destiny and reduce their dependency on the middleman. This condition is in line with Hamilton et al. (2015), Anwarudin (2017b), Anwarudin and Maryani (2017), and Maryani et al. (2017) who suggest that farmers group as the medium of cooperation can strengthen the farmers in an effort to increase participation, perform more profitable agribusiness, and prevent the occurrence of losses. Therefore, agricultural business becomes more profitable and has competitiveness so that dependency upon middleman will be decreased and the farmers will be more independent. This condition is also in line with Frese and Gielnik (2014) who suggest that farmers' institution and collective action are often seen as the key factors on increasing farmers' access to market. Schmidt et al. (2015) also state that improved structural conditions of farmers are the characteristic impacts of farmers group.

The next influential factor towards the interest and action of young agripreneur is entrepreneurial capacity. The higher the entrepreneurial capacity, the higher the interest and action of young agripreneur will be. Tambunan (2009) suggests that building entrepreneurial spirit is the initial process for sustainability business. Okpukpara (2009) also explains that the growth and development cannot be achieved without emphasizing entrepreneurial programs. Suryana (2016) suggests that entrepreneurship can be value, ability, process, and effort. Entrepreneurship is a value implemented on behavior that serves as resources, driving forces, goals, strategies, process, and business results. The explanation of entrepreneurship is also suggested by Setiawan et al. (2015a) that building entrepreneurial spirit is the initial process for sustainability business. The interview with the respondents and field findings show that some young agripreneurs have owned the capacity to optimally utilize their own resource potentials without having to wait the help from others or to depend on others. Some young agripreneurs have owned the capacity to criticize and express their opinion

without being overshadowed by fear or pressure from the other parties. Some of them also have owned the capacity to develop themselves through learning process without having to depend on outside parties.

This research finds no influence of extension agency support and extension activity towards the interest and action of young agripreneur. This result is supposed to be caused by the mediocre performance of government extension workers as reported by Firmansyah et al. (2015). It is different from the report from Anwarudin and Haryanto (2018) who tend to state that the role of extension workers gives the real influence towards farmers' succession. However, the research conducted by Anwarudin and Haryanto (2018) is based on self-help extension workers while this research refers to government extension workers. Based on that research, self-help extension workers have a distinctive ability. They can be an example on business so that their success can motivate young generation. It is different from government extension workers. Not all of them have business and become successful on agricultural business. Related to the relationship between the two groups of extension workers, despite an absence of influence, it is supposed that government extension workers do not give direct influence towards farmers' succession but give indirect influence through the role of self-help extension workers as seen in the previous research. Therefore, there should be a partnership and cooperation between government extension workers and self-help extension workers.

Based on that condition, government extension workers should build a good relationship with self-help agricultural extension workers. Self-help agricultural workers should be given authority so that they can do other roles well. Therefore, they can motivate young generation to love the jobs in agricultural sectors. Syahyuti (2014) also suggests that self-help extension workers are superior to government extension workers in terms of the ability to create participative extension. This is because self-help extension workers live among the farmers, experience the feelings and problems of the farmers directly, become the part of the spirit of the farmers, and actively involve in the agricultural activities in their community. They are the insiders who do not need to learn psychology of the farmers and sociology of rural communities. Self-help extension workers are considered to be very strategic

because they have various excellences, including stronger technological knowledge and skills although they are specific because self-help extension workers are direct agricultural actors in the field. Syahyuti (2014) states that since self-help extension workers live everyday within their community, they are more capable of creating participative extension activity, having community-organizing role, being powerful agent of change, and having added value towards the ownership of social capital.

## Conclusion

The research on the interest and action of young agripreneurs in agribusiness has been conducted in Cianjur Regency, West Java. The average of the interest and action of young agripreneurs on agribusiness are in the high category. The interest of young agripreneurs is influenced by non-formal education, motivation, community support, information support, and entrepreneurial capacity. The action of young agripreneurs is influenced by non-formal education, motivation, community support, information support, entrepreneurial capacity, and the interest of young agripreneurs on agribusiness.

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